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(71) Applicant: GENERAL INSTRUMENT CORPORATION
[US/US]; 101 Tournament Drive, Horsham, PA 19044 (US).

(72) Inventor: MICHAUD, Ted, R.; 3 Pleasant Mill Court, Medford, NJ 08055 (US).

(74) Agent: NICHOLS, Steven, L.; Rader, Fishman & Grauer, Lion Building, 1233 20th Street, N.W., Washington, DC 20036 (US).

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(54) Title: METHOD AND APPARATUS FOR PROVIDING AN INTERACTIVE PROGRAM GUIDE WITH HEADEND PROCESSING

(57) Abstract

A method and apparatus of providing an electronic guide to television programming provides a headend database and processor which segments and categorizes programming information which is then broadcast in a hierarchy over an out-of-band channel. Individual subscriber's set-top terminals access and display the guide information direct from the headend server in response to input from the subscriber. Alternatively, individual set-top terminals submit requests for particular guide information which are filled by the server serially over the out-of-band channel.

